# RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

November 24, 1997

**RJR Account #236370**
F. Gray
GRAYS WHOLESALE

**DORAL $1.00 OFF 2-PACKS / TEAR TAPE PROMOTION #800004**

Dear Fran:

*DORAL $1.00 OFF 2-PACKS SPECIAL OFFER TEAR TAPE PRODUCT* has been ordered (see quantities listed below), as well as **15** SKUs of preassembled Counter Displays (Item #535481) to pack the above promotion for your participating retail accounts. All additional pertinent promotional information is listed below:

| #/ (6M) Cases Promoted Product | Brand Styles | UPC Code |
|---|---|---|
| 1 | *Doral Light* | 12300-24698 |
| 1 | *Doral Light 100* | 12300-24750 |

Product / Premium Arrival: **January 5, 1998**

Ship Date to Retail: **Week of: January 19, 1998**

**Displays (Item #535481)**

SKU CUBE: **0.4965**

SKU WT (w/o Product): **1.5625 lbs**

Retail Sales Offer per Sku: **20 units**

Billing per Sku: **4 Savings Cartons**

EFT $ Amount: **$303.60**

51852 1792

Source: https://www.industrydocuments.ucsf.edu/docs/hfyn0000

$1.00 2-Pack Tear Tape
GRAYS WHOLESALE

**Promotion Description**:
Each Doral pack will have ".50¢ Off" Tear Tape. Product is pre-sleeved; each carton contains five 2-pack offers. Two cartons of each of the 2 brand styles should be placed in Counter Display and shipped to retail.

*Brand Styles: Doral Lt / Doral Lt 100*

***SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST***
***See attached 'Wholesaler Packing Instructions'***

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $14.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$9.80 (.7 (12M) case(s) @ $14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell
Promotional Coordinator / 1610
/jc
cc: 162201
L. E. MacWilliams
Att: Wholesaler Packing Instructions

**Note to RJR Manager:**
**Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.**

JAN50DOR.DOC

51852 1793

Source: https://www.industrydocuments.ucsf.edu/docs/hfyn0000

WHOLESALER : 236370 GRAYS WHOLESALE, INC. <DIRECT>
TEMPLATE : 800004 80100 DOR JAN $1/2 NO
TEMPLATE SEQ : 0023
SALES LEVEL : 16XXXX

| TERR | RETAIL | ACCT | NAME | ADDRESS | CITY | ST | ZIP | QTY | TAX | CHAIN-ID | SUPPLIER | ACCT PHONE # |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 162201 | 162239 | 171520 | THE GENERAL STORE | 816 BRADLEY ST | WATERTOWN | NY | 13601 | 1 | | | | (315)788-6841 |
| 162201 | 162239 | 171563 | AUBREYS SHOPPING CT | 342 EAST BROADWAY | CAPE VINCENT | NY | 13618 | 1 | | | | (315)654-2381 |
| 162201 | 162239 | 499604 | GREGGS BUTCHER BLOC | MAIN ST - BOX 266 | HARRISVILLE | NY | 13648 | 1 | | | | (315)543-2790 |
| 162201 | 162239 | 575253 | R & M CORNER MARKET | 342 W MAIN ST | GOUVERNEUR | NY | 13642 | 1 | | | | (315)287-0140 |
| 162201 | 162239 | 590828 | C. J.'S | 157 MARKET ST | POTSDAM | NY | 13676 | 1 | | | | (315)265-0226 |
| 162201 | 162239 | 632674 | DUNNS GROCERY | MAIN ST | COLTON | NY | 13625 | 1 | | | | (315)262-2364 |
| 162201 | 162239 | 696070 | MERCERS STOP & GO | 21623 STATE ROUTE | WATERTOWN | NY | 13601 | 1 | | | | (315)788-6555 |
| 162201 | 162239 | 719918 | MCGINNY'S | 38198 STATE ROUTE | THERESA | NY | 13691 | 1 | | | | (315)628-4330 |
| 162201 | 162239 | 762908 | GEARSBECK GROCERY | ROUTE 3 | OSWEGATCHIE | NY | 13670 | 1 | | | | (315)848-2758 |
| 162201 | 162239 | 763168 | NORPR/DBA BREEZE-IN | BLACK LAKE RD BX1 | OGDENSBURG | NY | 13669 | 1 | | | | (315)393-3050 |
| 162202 | 162238 | 171532 | MERCERS STOP & GO | 32 E CHURCH ST | ADAMS | NY | 13605 | 1 | | | | (315)232-4214 |

PAGE BREAK TOTAL ACCOUNTS 11 TOTAL QUANTITY 11

TEMPLATE TOTAL ACCOUNTS 11 TOTAL QUANTITY 11

51852 1794

Source: https://www.industrydocuments.ucsf.edu/docs/hfyn0000

**WHOLESALER PACKING INSTRUCTIONS**

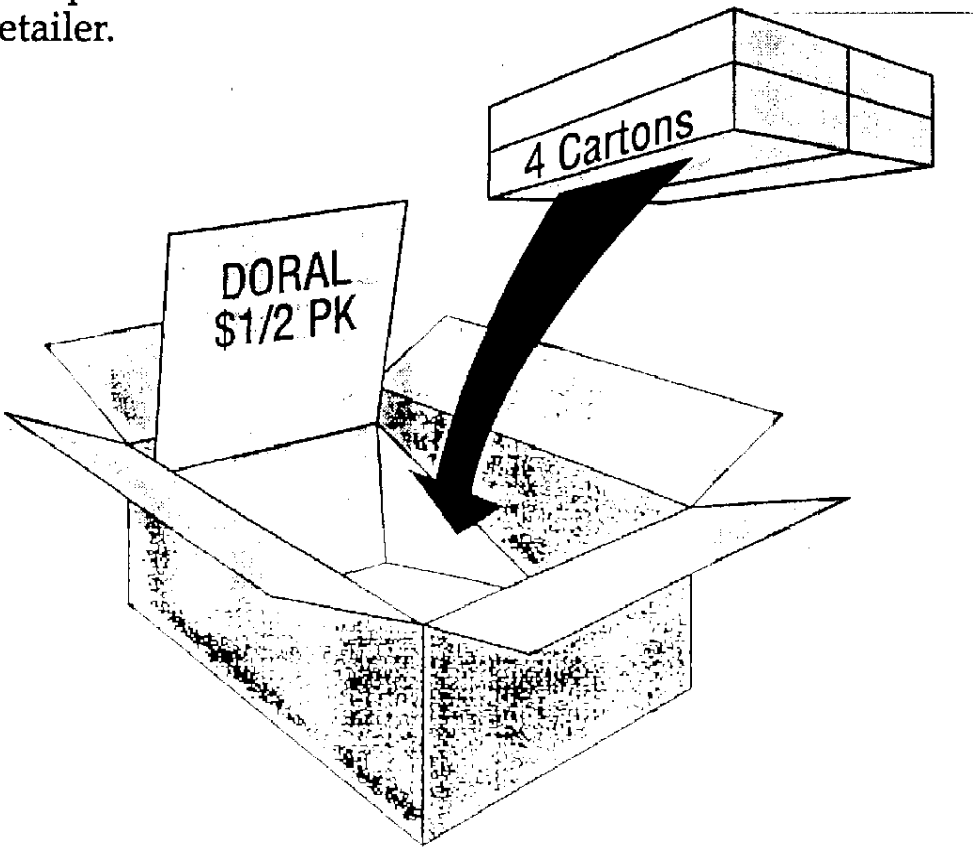
**VALUE ADDED PROMOTIONS** | **1ST QTR.'98**

# January DORAL $1.00/2 PK

*($1.00 off 2 packs—Pack Outlets, CTS Pack)*

## STEPS

1. Open DORAL $1/2 PK shipping case.
2. Place 4 cartons of Doral promotional product into shipper/display case. **Promotional product is in white cartons and is pre-sleeved.**
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.




51852 1795

**Item:** # 535481 - Pack Outlets
# 535625 - CTS Pack
**Description:** DORAL $1/2 PACKS Display / POS kit

* Pack 4 ctns per display
4 styles may not be / shipped to all Direct Acct

| | | | | | | |
|---|---|---|---|---|---|---|
| * **Brand Style** | LIGHT | LIGHT 100 | LIGHT MEN 100 | FF 100 | | |
| **Number of Cartons** | 1 | 1 | 1 | 1 | | |

Source: https://www.industrydocuments.ucsf.edu/docs/hfyn0000